

Amber Johnson

(678) 760.7331 | johnsonnumber01@gmail.com | Atlanta, Ga

VISUAL MERCHANDISING PROFESSIONAL SUMMARY

- Retail Professional with eight years of experience in growing revenue through strategic merchandising and visual tactics within various fast-paced environments
- Reorganized merchandising strategies for previous company which resulted in a 10% ~ 15k increase after a stagnant sales period
- Passion for helping retail sectors find and maintain better performance, productivity, and profitability

CORE SKILLS

Strategic Planning, Brand Development, Inventory Control, Merchandising, Analytical, Solution-Oriented, Detailed-Oriented, Staff Training and Development, Payroll Management, Store Operations

PROFESSIONAL EXPERIENCE

GUESS

Atlanta, GA

Visual Co Manager

Dec 2021 – Current

- Ensure an excellent level of customer service as a priority at all times by executing and achieving the Customer Experience consistently through regular assessment, coaching and follow-up with the team
- Train, and develop the team on product knowledge, selling skills, visual merchandising and delivering the customer experience
- Implement all visual merchandising standards, directives, promotions, and overall cleanliness and organization of the sales floor and stockroom while driving sales and profitability

TARGET

Snellville, GA

Visual Merchandising Lead

Nov 2020 – Aug 2021

- Trained, developed, and inspired a Team of Leaders, Style Consultants and General Merchandise associates, across 3 district stores, to implement and maintain visual standards that inspired guests
- Responsible for leading the company's Visual Merchandising strategy and In Store Marketing across pertinent areas of the store to ensure brand and product consistency
- Supported team on-boarding, and continuous learning, to help close product knowledge and skill gaps through training and development
- Strategized weekly/monthly sales goals to deliver and elevate Visual Merchandising standards throughout the store

DESTINATION MATERNITY

Atlanta, GA

Visual Merchandising and Sales Coordinator

Feb 2019 – Nov 2020

- Developed and implemented all company visual merchandising directives
- Ensured brand integrity of 3 leased locations – all visual merchandising and marketing directives followed company standards to protect brand image
- Reconciled all inventory adjustments, discrepancies, merchandise RTVs, and price adjustments one - two weeks ahead of monthly deadline
- Partnered with integral management within leased locations to gain buy in and increase company sales through visual merchandising strategies

Sales Manager

Nov 2016 – Mar 2018

- Designed and published all company marketing displays (window and in-store) to promote overall brand, products, and services
- Analyzed sales and merchandise data and reports to ensure store exceeded LY sales. Built repeat business and increased store traffic that exceeded LY financial goals by 37%

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Bachelor of Fine Arts in Fashion Marketing and Management

ADDITIONAL

Skills - Microsoft Word, Excel, Adobe Illustrator, InDesign, and Photoshop, Interpersonal Skills, Project Management, Leadership

Interests - Traveling, Fine Dining, Sound Bathing, Skincare, Content Creation